

Stronger Alignment: Embracing the Technology and People Behind Part Sales

In summer 2022, the OEC Performance Coaching team worked with a single-manufacturer dealership for a four-day engagement. Prior to the Coaching sessions, the dealership relied heavily on a phone-based approach to part sales. However, with direction from the OEC Coach, and clear, demonstrable growth, the team embraced eCommerce, specifically the existing RepairLink platform. From there, three key elements drove the positive outcomes for the dealership:

- Embracing technology
- Driving relationships
- Changing the culture

Technology | Relationships | Culture

1

EMBRACE ECOMMERCE TECHNOLOGY

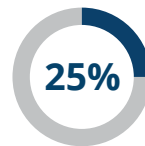
With guidance from the Performance Coach, the dealership went from selling very few RepairLink program-eligible parts to **an increase in program-eligible parts sales – up nearly \$7,000 a month following the coaching engagement**. The dramatic shift was driven mostly by additional sales in parts categories that the dealership typically didn't compete for, believing (inaccurately) that the competition 'owned' those parts categories. However, by emphasizing eCommerce, the parts team now believed in their ability to compete for more sales, specifically by targeting more parts.

The impact of better leveraging the RepairLink technology didn't stop there. The parts team also drastically improved order response time. Prior to the engagement with OEC, the team typically responded to parts orders, on average, in 74 minutes. With their Coach's mentorship and an improved approach to using RepairLink, **order response time improved to about 8 minutes on average – or nearly 90% quicker**. Faster order response times build customer confidence and drive future sales. The significant impact that improving – and maintaining – customer confidence has on a business' success cannot be understated, especially in such a fast-paced industry.

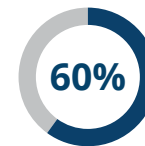
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ENHANCED CUSTOMER RELATIONSHIPS

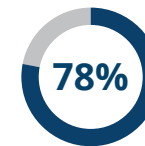
Further emphasizing the value of relationships – parts sales is a relationship-driven industry – the OEC Coach improved the parts team's marketing efforts in a way that enhanced (and grew) customer relationships. In addition to helping leverage RepairLink more effectively, the Coach used a marketing campaign that included headshots to emphasize the human element behind part sales. These marketing efforts – coupled with the technology – improved results as the **parts department experienced**:



**increase in
transacting shops**



**increase in
orders**



**increase in
RepairLink sales**

When buyers know the person on the other end of the parts order, and have confidence that the process will deliver results, they become more reliable customers. The marketing campaign is a prime example of how OEC Coaches help dealers get the most out of their technology while still maintaining impactful relationships with shops. This demonstrates the value of having a strong alignment between the technology and the people behind the part sales.



3

WILLINGNESS TO CHANGE THE CULTURE

Perhaps the most important component – and often the most difficult to achieve – is how the parts team brought an open mind to evolving how the department worked, understanding that **change is not an admission of failure but an openness to growth**. In many dealers, for example, parts teams may not focus on mechanical parts, since these are not typically big-ticket items. However, the Coaches emphasize the importance of diversifying their efforts by investing in the mechanical market.

The positive experience of sales growth – facilitated by diversifying part sales – creates a positive impact on the sales team and on the bottom line. Much of this would not have been possible without a good faith effort from the parts team to grow and consider process enhancements even when the dealership operated in a successful manner. With the process improvements, the results were clear:



**Parts
Sales**



**# of shops
placing orders**



**Response
time**

These metrics reflect the work and effort of a parts department that provides excellent service to buyers, but also one open to new approaches that create growth and improve the business.

Order response time
improved to about
8 minutes
on average – or nearly
90% quicker

Change is not an
admission of failure
but an
openness to growth

Scan the QR code
to learn more



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A TOP PERFORMING PARTS DEPARTMENT

Prior to the Coaching engagement, the parts team performed well but was not typically considered a high performer on RepairLink. Following the Coaching engagement and process upgrades, the parts team was quickly recognized as a bronze-level RepairLink dealer. Soon, the parts department achieved gold-level status for its performance. This achievement is further evidence that with full commitment to Performance Coaching and a willingness to improve existing processes, a parts department can elevate itself from average to exemplary in a short amount of time.

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